



United States Department of Agriculture  
National Agricultural Statistics Service

## Pacific Region – Hawaii



# Hawaii Horticulture and Nursery Products Annual Summary 2020

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**The Pacific Region Includes the States of CA, HI and NV  
In Cooperation with the Hawaii Departments of Agriculture**  
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## Floriculture and Nursery Products Decrease 5 Percent from 2018

The 2020 value of Hawaii's horticulture and nursery products is estimated at \$81.6 million, a 5 percent decrease from the 2018 value of \$86.0 million. The decrease in total sales was driven by the impacts of the pandemic. Nurseries and operations tied to the hotel industry, tourism industry, conventions, restaurants, concerts, large events, etc., were hit especially hard. Sectors considered non-essential were slower to rebound due to limited tourism, weddings, special events and inability to have large gatherings. Plant sales rebounded due to the strong housing market, more people staying home, and the desire for more plants in their living spaces.

The largest component of the Hawaii horticulture and nursery industry, landscape plant materials, contributed 25 percent to the total sales. Food crops grown under cover accounted for 18 percent, foliage plants 16 percent, orchids 15 percent, and potted flowering plants 9 percent.

Cut flowers and cut lei flowers totaled \$5.51 million, down 24 percent from 2018. Cut and potted orchids were valued at \$12.2 million, down 11 percent from the previous year. Foliage sales decreased to \$12.8 million, 2 percent below 2018. Potted flowering plants were valued at \$7.43 million, 25 percent above 2018. Landscape plant material was estimated at \$20.6 million, down 10 percent from 2018. Bedding and garden plants wholesale value was at \$2.38 million, 22 percent above 2018. Food crops grown under cover was estimated at \$14.8 million, up 11 percent from 2018.

# STATE SUMMARY

## Horticulture and Nursery Products: Wholesale Value, State of Hawaii, 2015-2020 <sup>1</sup>

Commodity	2015	2016	2017	2018 <sup>2</sup>	2020
	----- 1,000 dollars -----				
Cut flowers and Cut Lei Flowers <sup>3</sup>	8,714	8,907	8,657	7,248	<b>5,511</b>
Orchids <sup>4</sup>	14,457	14,213	14,048	13,709	<b>12,233</b>
Foliage <sup>5</sup>	12,456	13,045	12,019	13,047	<b>12,767</b>
Potted flowering plants	4,114	3,921	4,152	5,968	<b>7,433</b>
Food crops grown under cover <sup>6</sup>	-	-	-	13,327	<b>14,817</b>
All other nursery products <sup>7</sup>	27,658	34,457	38,674	32,708	<b>28,794</b>
<b>Total</b>	<b>67,399</b>	<b>74,543</b>	<b>77,550</b>	<b>86,007</b>	<b>81,556</b>

<sup>1</sup> Includes only producers having total sales of \$10,000 or more except for 'All Other Nursery Products'. 2019 survey not conducted due to Census of Horticulture. Total value of sales may not add due to rounding.

<sup>2</sup> Data may be revised due to late reports received after initial publication or errors detected in reporting and calculations.

<sup>3</sup> Cut orchids included in "Orchids" category.

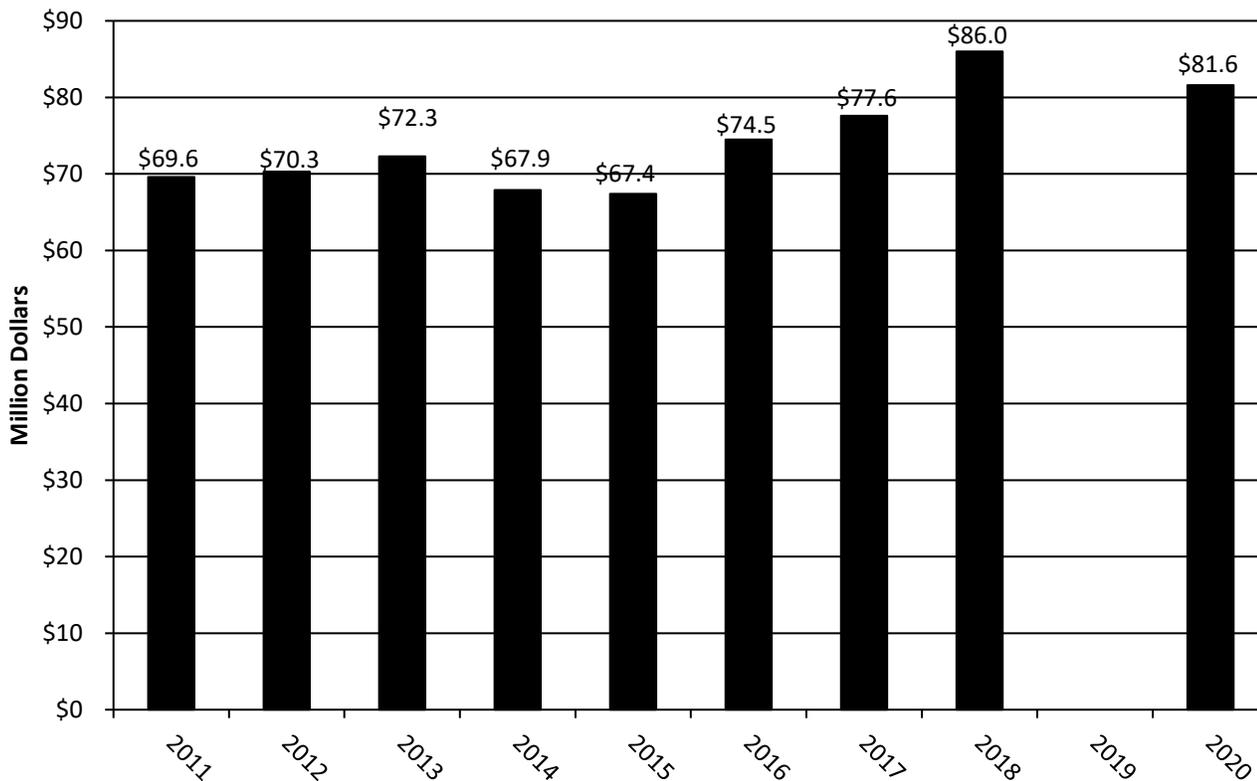
<sup>4</sup> Includes cut and potted orchids.

<sup>5</sup> Includes cut, potted, and unfinished.

<sup>6</sup> 2018 is first year published separately. Included in 'All Other Nursery Products' in prior years.

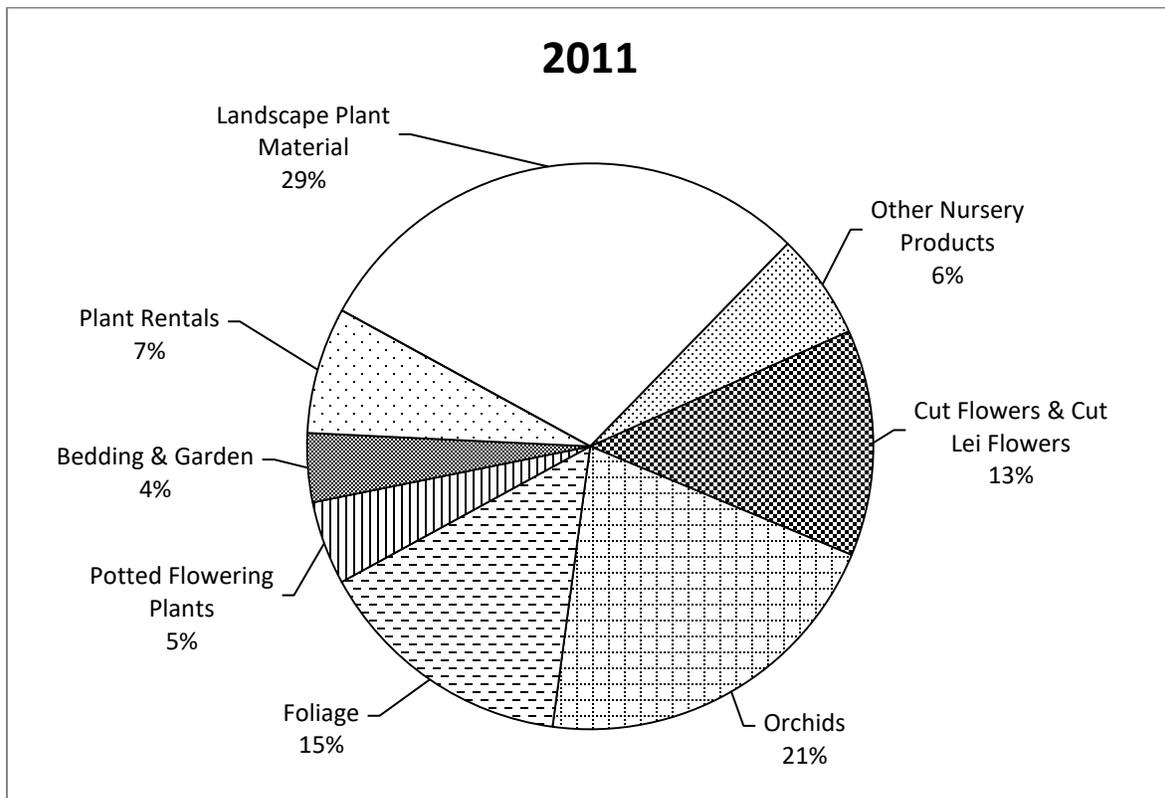
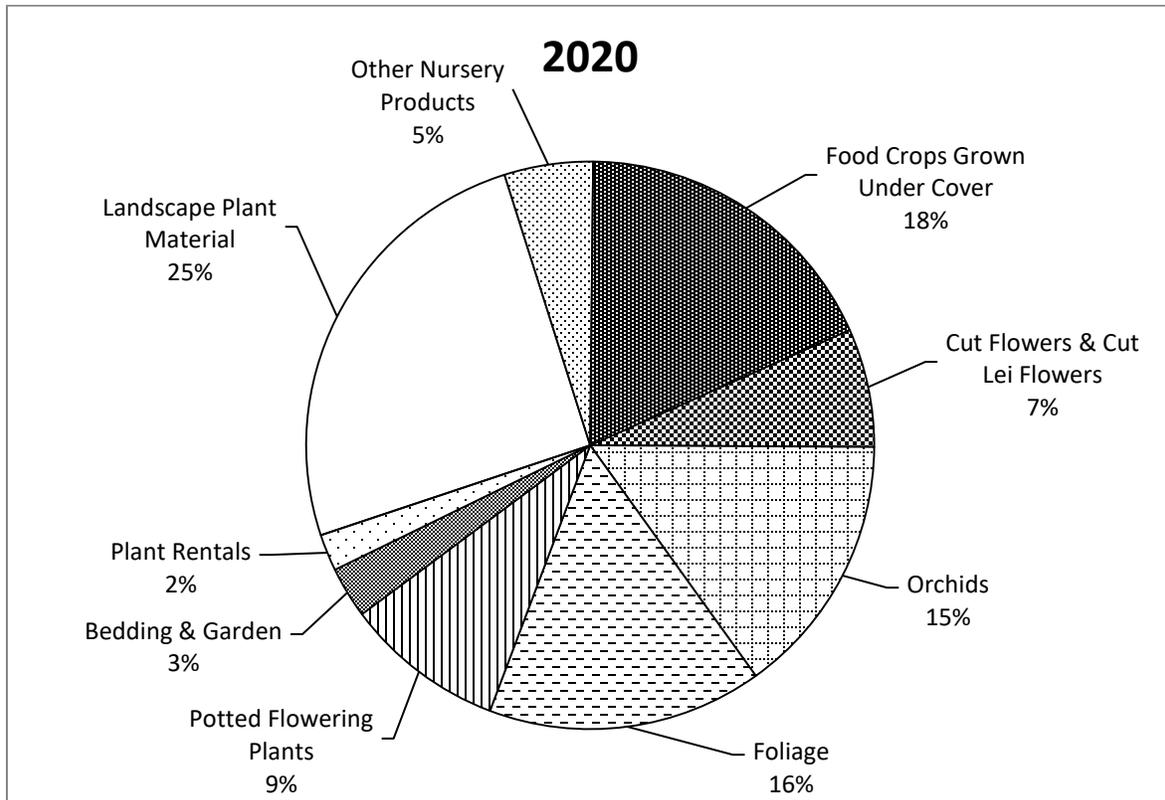
<sup>7</sup> Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Also, includes grower sales greater than \$999 but less than \$10,000, which were not categorized.

## Horticulture & Nursery Products: Value of Sales, State of Hawaii, 2011 - 2020



# STATE SUMMARY (Continued)

## Horticulture & Nursery Products by Commodity: 2011 & 2020



# SELECTED CUT FLOWERS

## Horticulture and Nursery Products: State of Hawaii, 2015-2020<sup>1</sup>

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>CUT FLOWERS</b>			
<b>Anthuriums - stems</b>			
2015	38	2,912	2,638
2016	38	2,942	2,743
2017	40	3,185	2,892
2018	36	2,828	2,718
<b>2020</b>	<b>28</b>	<b>1,597</b>	<b>1,679</b>
<b>Birds of Paradise - stems</b>			
2015	17	137	149
2016	13	39	38
2017	13	40	46
2018	15	42	54
<b>2020</b>	<b>11</b>	<b>26</b>	<b>41</b>
<b>Ginger, pink - stems</b>			
2015	40	279	186
2016	37	176	139
2017	36	181	158
2018	29	131	107
<b>2020</b>	<b>33</b>	<b>130</b>	<b>114</b>
<b>Ginger, red - stems</b>			
2015	44	644	429
2016	41	472	316
2017	42	492	345
2018	34	384	289
<b>2020</b>	<b>32</b>	<b>263</b>	<b>242</b>
<b>Gingers, other - stems</b>			
2015	22	8	8
2016	21	8	8
2017	23	8	8
2018	20	8	8
<b>2020</b>	<b>20</b>	<b>8</b>	<b>8</b>
<b>Heliconias - stems</b>			
2015	46	467	494
2016	42	570	650
2017	39	622	720
2018	37	335	489
<b>2020</b>	<b>44</b>	<b>308</b>	<b>458</b>

See footnotes at end of table.

Continued

# SELECTED CUT FLOWERS & ORCHIDS

## Horticulture & Nursery Products: State of Hawaii, 2015-2020<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	---- Number ----	---- 1,000 ----	---- 1,000 dollars ----
<b>Proteas - stems</b>			
2015	23	703	1,030
2016	20	634	1,075
2017	21	969	1,070
2018	17	774	829
<b>2020</b>	<b>16</b>	<b>650</b>	<b>655</b>
<b>Other cut flowers &amp; lei flowers</b>			
2015	NA	NA	3,788
2016	NA	NA	3,946
2017	NA	NA	3,426
2018	NA	NA	2,762
<b>2020</b>	<b>NA</b>	<b>NA</b>	<b>2,322</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut - stems</b>			
2015	6	8	8
2016	4	8	8
2017	6	8	8
2018	7	8	8
<b>2020</b>	<b>7</b>	<b>8</b>	<b>8</b>
<b>Dendrobiums, cut - stems</b>			
2015	23	2,136	1,224
2016	25	2,052	1,375
2017	21	1,848	1,248
2018	18	1,260	1,124
<b>2020</b>	<b>16</b>	<b>660</b>	<b>642</b>
<b>Oncidiinae, cut - stems</b>			
2015	8	216	284
2016	10	180	244
2017	9	204	276
2018	11	168	252
<b>2020</b>	<b>7</b>	<b>108</b>	<b>138</b>
<b>Other cut orchids - stems</b>			
2015	11	NA	482
2016	15	NA	591
2017	10	NA	580
2018	9	NA	340
<b>2020</b>	<b>7</b>	<b>NA</b>	<b>202</b>

See footnotes at end of table.

Continued

# ORCHIDS

## Horticulture and Nursery Products: State of Hawaii, 2015-2020<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>Dendrobiums, potted</b>			
2015	51	624	3,502
2016	51	576	3,280
2017	46	558	3,240
2018	46	432	2,500
<b>2020</b>	<b>46</b>	<b>307</b>	<b>2,433</b>
<b>Phalaenopsis, potted</b>			
2015	28	218	2,034
2016	25	237	2,097
2017	23	134	1,376
2018	23	257	2,237
<b>2020</b>	<b>27</b>	<b>317</b>	<b>2,775</b>
<b>Other potted orchids</b>			
2015	63	902	6,931
2016	56	909	6,626
2017	55	898	7,328
2018	51	837	7,256
<b>2020</b>	<b>49</b>	<b>629</b>	<b>6,043</b>

See footnotes at end of table.

Continued

# FOLIAGE

## Horticulture and Nursery Products: State of Hawaii 2015-2020 <sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>FOLIAGE</b>			
<b>Dracaena, potted</b>			
2015	22	NA	8
2016	22	NA	8
2017	22	NA	8
2018	28	NA	8
<b>2020</b>	<b>21</b>	<b>NA</b>	<b>8</b>
<b>Palms, potted</b>			
2015	30	NA	5,550
2016	20	NA	5,737
2017	22	NA	4,607
2018	39	NA	5,255
<b>2020</b>	<b>28</b>	<b>NA</b>	<b>3,773</b>
<b>Hanging baskets, potted</b>			
2015	10	NA	86
2016	10	NA	95
2017	7	NA	61
2018	8	NA	221
<b>2020</b>	<b>9</b>	<b>NA</b>	<b>253</b>
<b>Other potted foliage</b>			
2015	28	NA	5,546
2016	24	NA	5,758
2017	32	NA	6,028
2018	40	NA	5,676
<b>2020</b>	<b>44</b>	<b>NA</b>	<b>7,944</b>
<b>Ti leaves, cut – leaves</b>			
2015	34	2,751	242
2016	34	2,716	247
2017	30	2,038	189
2018	33	2,328	393
<b>2020</b>	<b>30</b>	<b>815</b>	<b>127</b>
<b>Other cut greens</b>			
2015	40	NA	1,032
2016	37	NA	1,209
2017	37	NA	1,134
2018	36	NA	1,503
<b>2020</b>	<b>37</b>	<b>NA</b>	<b>671</b>

See footnotes at end of table.

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# POTTED FLOWERING & BEDDING/GARDEN PLANTS

## Horticulture and Nursery Products: State of Hawaii, 2015-2020<sup>1</sup> – (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>POTTED FLOWERING PLANTS</b>			
<b>Anthuriums</b>			
2015	16	110	852
2016	17	96	683
2017	15	97	690
2018	22	170	1,276
<b>2020</b>	<b>22</b>	<b>283</b>	<b>2,376</b>
<b>Bromeliads</b>			
2015	10	8	8
2016	9	8	8
2017	9	8	8
2018	12	8	8
<b>2020</b>	<b>14</b>	<b>8</b>	<b>8</b>
<b>Poinsettias</b>			
2015	17	222	1,151
2016	16	214	1,109
2017	16	230	1,228
2018	19	341	1,773
<b>2020</b>	<b>18</b>	<b>218</b>	<b>1,137</b>
<b>Other potted flowering plants</b>			
2015	24	NA	2,111
2016	21	NA	2,129
2017	19	NA	2,234
2018	25	NA	2,919
<b>2020</b>	<b>33</b>	<b>NA</b>	<b>3,921</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2015	10	40	105
2016	10	46	114
2017	9	49	130
2018	9	52	197
<b>2020</b>	<b>10</b>	<b>36</b>	<b>98</b>
<b>Impatiens, other</b>			
2015	5	194	120
2016	6	194	121
2017	4	94	70
2018	6	122	124
<b>2020</b>	<b>8</b>	<b>111</b>	<b>122</b>
<b>Other bedding/garden</b>			
2015	18	NA	2,153
2016	15	NA	2,303
2017	13	NA	2,284
2018	19	NA	1,636
<b>2020</b>	<b>20</b>	<b>NA</b>	<b>2,160</b>

See footnotes at end of table.

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# OTHER HORTICULTURE & NURSERY PRODUCTS

## Horticulture and Nursery Products: State of Hawaii, 2015-2020<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	---- Number ----	---- 1,000 ----	---- 1,000 dollars ----
<b>PLANT RENTALS</b>			
2015	33	NA	3,193
2016	35	NA	2,813
2017	30	NA	3,440
2018	27	NA	3,261
<b>2020</b>	<b>27</b>	<b>NA</b>	<b>1,708</b>
<b>LANDSCAPE PLANT MATERIAL<sup>3</sup></b>			
2015	129	NA	15,240
2016	167	NA	23,064
2017	135	NA	22,354
2018	128	NA	22,985
<b>2020</b>	<b>117</b>	<b>NA</b>	<b>20,593</b>
<b>FOOD CROPS GROWN UNDER COVER<sup>4</sup></b>			
2015	-	-	-
2016	-	-	-
2017	-	-	-
2018 <sup>7</sup>	34	NA	13,327
<b>2020</b>	<b>33</b>	<b>NA</b>	<b>14,817</b>
<b>OTHER NURSERY PRODUCTS<sup>5</sup></b>			
2015	NA	NA	6,848
2016	NA	NA	6,041
2017	NA	NA	10,396
2018 <sup>7</sup>	NA	NA	4,505
<b>2020</b>	<b>NA</b>	<b>NA</b>	<b>4,114</b>
<b>TOTAL<sup>6</sup></b>			
2015	NA	NA	67,399
2016	NA	NA	74,543
2017	NA	NA	77,550
2018 <sup>7</sup>	NA	NA	86,007
<b>2020</b>	<b>NA</b>	<b>NA</b>	<b>81,556</b>

NA = Not available.

<sup>1</sup> Includes only producers having total sales of \$10,000 or more except for 'Other Nursery Products'. 2019 survey not conducted due to Census of Horticulture. Total value of sales may not add due to rounding.

<sup>2</sup> Number of farms having sales during that year.

<sup>3</sup> Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, and citrus, fruit and nut trees, and sod. Does not include palms or potted foliage for indoor or patio use, bedding and garden plants, propagative floriculture material, and items which are included in published categories.

<sup>4</sup> 2018 is first year published separately. Included in 'Other Nursery Products' in prior years.

<sup>5</sup> Includes other flowers or nursery products not elsewhere classified. Also, includes grower sales greater than \$999 but less than \$10,000, which were not categorized.

<sup>6</sup> Totals may not add due to rounding.

<sup>7</sup> Data may be revised due to late reports received after initial publication or errors detected in reporting and calculations.

<sup>8</sup> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other" category in each section.

# DENDROBIUM ORCHIDS

## DENDROBIUM ORCHID SALES DOWN 17 PERCENT



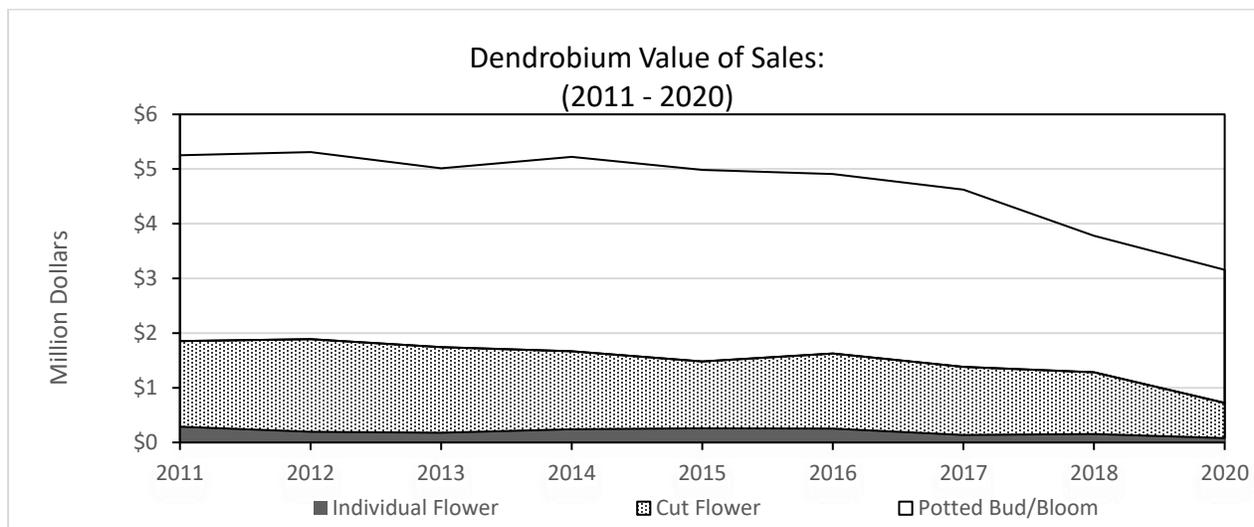
In 2020, Dendrobium orchid sales were valued at \$3.16 million, 17 percent lower than 2018. Potted in bud/bloom contributed \$2.43 million, down 3 percent from 2018. Cut flowers registered \$642 thousand in sales, 43 percent lower than 2018. Sales of individual blossoms decreased 49 percent to \$80,000.

### Dendrobium Orchids: Sales and Value, State of Hawaii, 2015-2020 <sup>1</sup>

Year	Individual Blossoms		Cut Flowers		Potted in Bud/Bloom		Total Value <sup>2</sup>
	Number Sold	Value	Number Sold	Value	Number Sold	Value	
	<i>Million blooms</i>	<i>1,000 dollars</i>	<i>1,000 stems</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
2015	3.6	258	2,136	1,224	624	3,502	4,984
2016	4.3	252	2,052	1,375	576	3,280	4,907
2017	3.5	136	1,848	1,248	558	3,240	4,625
2018	3.5	157	1,260	1,124	432	2,500	3,782
<b>2020</b>	<b>1.3</b>	<b>80</b>	<b>660</b>	<b>642</b>	<b>307</b>	<b>2,433</b>	<b>3,155</b>

<sup>1</sup> Includes only producers with total sales of \$10,000 or more. 2019 survey not conducted due to Census of Horticulture.

<sup>2</sup> Totals may not add due to rounding.



### Dendrobium Orchids (Potted in Bud/Bloom and Cut Flowers): Number of Farms and Production Area, State of Hawaii, 2015-2020 <sup>1</sup>

Year	Farms		Production Area		Total <sup>2</sup>
	Cut Flowers	Potted in Bud/Bloom	Cut Flowers	Potted in Bud/Bloom	
	----- Number -----		----- 1,000 square feet -----		
2015	23	51	1,423	1,351	2,774
2016	25	51	1,519	1,300	2,819
2017	21	46	2,097	1,146	3,243
2018	18	46	1,680	1,309	2,989
<b>2020</b>	<b>16</b>	<b>46</b>	<b>1,262</b>	<b>1,201</b>	<b>2,464</b>

<sup>1</sup> Includes only producers with \$10,000 or more in total sales. 2019 survey not conducted due to Census of Horticulture.

<sup>2</sup> Totals may not add due to rounding.

# AREA SUMMARY

## Horticulture and Nursery Products: Number of farms and growing area, 2015-2020 <sup>1</sup>

Year	Greenhouse <sup>2</sup>	Artificial Shade	Open Field	Total Area
	----- 1,000 square feet -----		----- Acres -----	
2015	1,770	19,505	1,793	2,281
2016	1,822	19,061	1,785	2,264
2017	1,817	17,617	2,300	2,746
2018 <sup>3</sup>	2,280	17,149	2,116	2,562
<b>2020</b>	<b>2,091</b>	<b>13,224</b>	<b>1,973</b>	<b>2,324</b>

<sup>1</sup> Includes producers with total sales of \$1,000 or more. 2019 survey not conducted due to Census of Horticulture.

<sup>2</sup> Glass or glass substitute structure.

<sup>3</sup> Data may be revised due to late reports received after initial publication or errors detected in reporting and calculations.

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